

## ORDER



**Wichita KS KSNW**

<b>Orders</b>	<b>Order / Rev:</b>	<b>A2667309</b>
	Alt Order #:	27065266
	Product Desc:	issue
	Estimate:	9179
	Flight Dates:	09/22/20 - 09/28/20
	Original Date / Rev:	09/24/20 / 09/24/20
	Order Type:	REG

Primary AE:	Katz Washington
Sales Office:	K-WAS
Sales Region:	Nat

<b>Agency</b>	<b>Name:</b>	<b>Waterfront Strategies</b>
	Buying Contact:	
	Billing Contact:	
		3050 K Street, NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>POL/Women Vote PAC</b>
	Demographic:	A35+
	Product Codes:	PL6
	Revenue Code 1:	AGY
	Revenue Code 2:	POL
	Revenue Code 3:	POL-ISS
	Priority:	P5

Order Brand:	
New Business Thru:	
Advertiser External ID:	
Agency External ID:	IN14921
Unit Code:	General
Order Separation:	00:15:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/20	09/27/20	70	\$39,880.00	\$33,898.00
09/28/20	10/25/20	19	\$11,260.00	\$9,571.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2020	70	\$39,880.00	\$33,898.00	0.00
October 2020	19	\$11,260.00	\$9,571.00	0.00
<b>Totals</b>	<b>89</b>	<b>\$51,140.00</b>	<b>\$43,469.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	Multi	09/22/20	09/28/20	KSN Today 1 Channels : KSNC,KSNG,KSNL,KSNN KSN Today 1 KANSAS TODAY 1	CM	5-6am	MTWTF--	:30	10	\$200.00	P3	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/22/20	09/28/20	MTWTF--		10				\$200.00		0.00			
2	Multi	09/22/20	09/28/20	KSN Today 2 Channels : KSNC,KSNG,KSNL,KSNN KSN Today 2 KANSAS TODAY 2	CM	6-7am	MTWTF--	:30	10	\$400.00	P3	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/22/20	09/28/20	MTWTF--		10				\$400.00		0.00			
3	Multi	09/22/20	09/28/20	Today Show 7-8am Channels : KSNC,KSNG,KSNL,KSNN Today Show 7-8am TODAY SHW<	CM	7-8am	MTWTF--	:30	5	\$700.00	P3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/22/20	09/28/20	MTWTF--		5				\$700.00		0.00			
N 4	Multi	09/22/20	09/28/20	Today Show 8-9am Channels : KSNC,KSNG,KSNL,KSNN Today Show 8-9am TODAY SHW<	CM	8-9am	MTWTF--	:30	9	\$600.00	P3	0.00	NM	7	\$4,200.00

**Wichita KS KSNW**

Order / Rev: A2667309  
Alt Order #: 27065266  
Flight Dates: 09/22/20 - 09/28/20

Advertiser: POL/Women Vote PAC  
Product Desc: issue  
Estimate: 9179

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	MTWTF--					5	\$1,500.00		0.00			
14	Multi	09/22/20	09/28/20	LN M-F	CM	10-10:35pm	MTWTF--	:30	3	\$1,500.00	P3	0.00	NM	3	\$4,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				KSN News at Ten Mon-Fri											
				KSN NEWS-10P<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	MTWTF--					3	\$1,500.00		0.00			
15	Multi	09/22/20	09/28/20	Tonight Show	CM	10:35p-11:35pm	MTWTF--	:30	4	\$560.00	P3	0.00	NM	4	\$2,240.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				Tonight Show/Jimmy Fallon											
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/20	09/28/20	MTWTF--					4	\$560.00		0.00			
N 16	Multi	09/27/20	09/27/20	Sun NBC Nightly News	CM	530-6pm	-----S	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				Sun NBC Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-----S					1	\$1,500.00		0.00			
N 17	Multi	09/27/20	09/27/20	Meet the Press (AN)	CM	Meet the Press (AN)	-----S	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
				Channels : KSNC,KSNG,KSNL,KSNW											
				Meet the Press (AN)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/21/20	09/27/20	-----S					1	\$40.00		0.00			
													Totals	89	\$51,140.00



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27065266	<b>Changes as of:</b> 9/24/2020 at 2:17 PM	<b>Version:</b> Highlighting Makegood 1	<b>Status:</b> Accepted
<b>CPE:</b> 144/150/9179	<b>Flight:</b> 9/22/20 - 9/28/20	<b>Station:</b> KSNW	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> WATERFRONT STRATEGIE	<b>Advertiser:</b> Women Vote	<b>Market:</b> Wichita	<b>Total \$:</b> \$51,140.00
3050 K ST NW #100	<b>Product:</b> issue	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 89
Washington, DC 20007	<b>Agency Order #:</b> 9943480	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$0.00
	<b>Buyer:</b> Meade, Nicole	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
	<b>Salesperson:</b> KELLY JOHNS	<b>Assistant:</b> KELLY JOHNS	<b>Traffic #:</b> A2667309
	202-872-5880	202-872-5880	
	<b>Separation:</b>		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/22 - 9/22		Total Spots	Total \$	CPP*	GRP*
							9/22					
MSD 4	Tu-F,M 8a-9a		TODAY SHW<	\$600.00	0	30	9	7	7	\$4,200.00	\$0.00	0.0
MSD 8	Tu-F,M 1p-2p		DAYS-OUR LIVES	\$340.00	0	30	5	4	4	\$1,360.00	\$0.00	0.0
MGD 17	Su 5:30p-6p		NBC NIGHTLY NEWS	\$1,500.00	0.0	30	1		1	\$1,500.00	\$0.00	0.0
MGD 18	Su 1a-2a		MEET THE PRESS	\$40.00	0.0	30	1		1	\$40.00	\$0.00	0.0
<b>TOTALS:</b> 89									<b>89</b>	<b>\$51,140.00</b>	<b>\$0.00</b>	<b>0.0</b>

Makegood Comments			
Date/Time	Action	Added by	Comment
09/24/20 2:17 PM	Sent To Rep	Patty Sparkman	DUE TO SPECIAL REPORT ON 9/23, PLEASE ACCEPT MG OFFER ASAP. THANKS